

FY 2017/18 PROPOSED & UPDATED OPERATING BUDGET**Tourism Development Fund**

Center Name	Description	Justification	Amount
Destination Marketing Contract	Marketing Bed Tax contract based on forecasted revenue; includes estimated increase.	Destination Marketing Contract is 50% of forecasted revenues.	9,720,580
Event Retention And Development	Allocation of tourism program funds toward New Event Development, Community Events, Matching Event Advertising, Event Venue Fee, Event Notification Programs and Fiesta Bowl Agreement.	Per Ordinance No. 4019 establishing an allocation of \$1.2 million from the Tourism Development Fund for events and event development.	1,200,000
One Time Commitments	Allocation of tourism program funds toward one time commitments to capital projects, events and event development, or administration and research.	Per Ordinance No. 4019 establishing an allocation of \$500,000 from Tourism Development Fund for one time commitments.	500,000
Adminstrative & Research	Allocation for tourism-related general & administrative costs and research. The proposed budget includes 50 percent General Fund and 50 percent Tourism Development Fund for the Citizen Advisor position overseeing the downtown ambassadors program, which benefits tourism. Prior to FY 2017/18 100% of this position was funded through General Fund.	Per Ordinance No. 4019 establishing an allocation of \$500,000 from Tourism Development Fund for adminstrative & research.	497,000
Hospitality Trolley/Banner Program	Streets operations staff hours charged to Tourism for installing banners for events. These hours are then reimbursed by the event producers.	Streets operations hours charged to Tourism for installing banners for events. These hours are then reimbursed by the event producers.	20,500
Mayor And Council Support-- Bed Tax	Arizona Council on International Visitors (formerly the World Affairs Council).	First of two-year contract provides administrative support funding-- Council approved one annual payment on 6/16/15 as a transfer from the Tourism Development Fund to the Mayor and City Council operating budget.	75,000
WestWorld Marketing Agreement	Funding of \$100K of the base fee for the marketing contract with National Western Capital Corporation to reflect WestWorld's contribution to generating tourism in the city.	This request changes the funding of \$100K of the base fee for the marketing contract with National Western Capital Corporation from General Fund to Tourism Development Fund to reflect WestWorld's contribution to generating tourism in the city.	100,000
Tourism Development Carry-Over	Scottsdazzle event & promotion produced by City.	Per City Council Strategic Plan to create new events that promote Downtown	300,000
Tourism Development Carry-Over	YR 5 - Strategic Plan.	Strategic Plan expenditures for YR 5 of Strategic Plan.	331,000
Tourism Development Carry-Over	Museum of the West Matching Payment.	Remaining payment thru FY 2017/18	400,000
Tourism Development Carry-Over	Add new lighting and/or electrical outlets to existing street lights throughout Downtown.	Due to code issues the project was delayed and carried over from FY 2016/17 to FY 2017/18	520,354
Strategic Planning -Year 4	Carryover remaining FY 2016/17 Tourism Development Fund operating funds.	Carryover from FY 2016/17 to FY 2017/18 operating budget unused balance of \$745,000 TDC & Council approved YR 4 Tourism Strategic Plan funding.	250,000
			13,914,434

** NOTE: The proposed FY 2017/18 Operating Budget for Tourism Development Fund-Bed Tax is subject to revisions and approval by City Council.

FY 2017/18 PROPOSED CAPITAL IMPROVEMENT PLAN BUDGET

Item 4b

Tourism-Related Projects

Project Name	Item / Update	Total Cost	Proposed TDF	Proposed GF/CIP
Civic Center Mall Renovations <i>(carryover)</i>	Funds were approved by TDC & Council for municipal plan renovations. On-call architect Holly Street Group is working on this plan.	300,000	113,500	
Desert Discovery Center Business Plan & Feasibility Analysis <i>(carryover)</i>	Develop programming and planning for the potential future Desert Discovery Center that will include a schematic architectural design and a business plan. DDCS will present to TDC in August; will go before council in October.	1,696,900	860,600	
Downtown Marshall Way Lighting & Electrical Outlets <i>(carryover)</i>	Install new street lights, add mast arms and luminaires to existing poles. Also, install conduit, conductors and electrical outlets to new and existing light poles. Upgrade sidewalks to ADA compliance. Construction to begin late April or early May and will be completed by end of summer.	830,900		818,700
Public Restroom Main Street <i>(carryover)</i>	Build a public restroom facility preferably on existing city property near or on Main Street. CPM has identified a city-owned area suitable for a restroom adjacent to the west side of Museum of the West.	730,000		730,000
Marshall Way Entry Feature <i>(carryover)</i>	Construction of a public art project at NW corner of Marshall Way & Indian School. Installation slated for Summer 2017.	157,000	58,900	6,800
Museum of the West Permanent Hopi Pottery Gallery <i>(carryover)</i>	Construction costs for the permanent gallery.	119,400	119,400	
WestWorld – Internet for TNEC <i>(proposed FY 2017/18)</i>	Provide an enterprise grade internet network for show producers and vendors renting the Tony Nelssen Equestrian facility. This will not provide access to the general public. This will generate additional revenue.	200,000		200,000
Downtown Main Street Streetscape and Pedestrian Improvements <i>(proposed FY 2017/18)</i>	Main Street from Scottsdale Road to 69th Street (Entrance to Hotel Valley Ho) for new streetscape and pedestrian improvements as well as pedestrian enhancements.	2,300,000		2,300,000
Downtown Entertainment District Street and Pedestrian Lighting <i>(proposed FY 2017/18)</i>	Street and pedestrian lighting due to public safety concerns expressed by both the Police and Fire Departments as well as a brighter and more visible area for our community and visitors.	400,000		400,000
Downtown Splashpad	Construction of a spray pad in in the Downtown area to provide a fun and safe location for surrounding families and visitors.	200,000		200,000
		6,934,200	1,152,400	4,655,500

** NOTE: The proposed FY 2017/18 Capital Improvement Plan Budget is subject to revisions and approval by City Council.

*** NOTE: All of the projects allocated from Tourism Development Funds have already been transferred out and moved over to the CIP budget.